

EDUCATIONAL ONLINE EVENT

JOIN US FOR OUR
quarterly webinar series!

Tuesday, October 22nd, 2024
10:30 a.m.–Noon

Listening to music for enjoyment is vastly different than listening to conversational speech. This talk will shed light on how these activities differ and considerations for maximizing enjoyment in either situation.

Register for our free webinar by

SCANNING
this QR
code:



OR VISIT www.hearingclinic.pacific.edu/events for registration and additional information.

Music Enjoyment and Hearing Protection

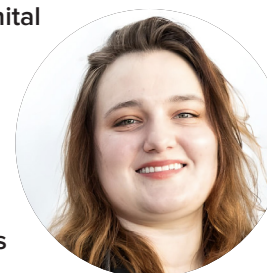


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WELCOME TO OUR NEW EXTERN, LEIGH!

Born with congenital bilateral hearing loss, Leigh Grossmann has always been intrigued by the intricate workings of hearing and balance. This fascination led her to pursue a career in audiology, where she dedicates herself to understanding and improving auditory health. Leigh earned a bachelor's in communication sciences and disorders from Northern Arizona University and is currently finishing her doctorate in audiology at the University of the Pacific.

Leigh enjoys connecting with patients and collaborating closely to deliver personalized care that enhances their quality of life. Beyond the clinic, she loves reading, experimenting with new recipes in the kitchen and unwinding with procedural TV shows. She also cherishes spending time with friends to foster meaningful connections outside of work.



THE MAGIC OF Music & Brain Activity

Raising awareness about Alzheimer's and brain health is crucial for educating people of all ages and supporting those affected by Alzheimer's disease and other types of dementia.

Alzheimer's affects nearly seven million Americans and is the fifth-leading cause of death in the U.S. among people age 65 and older, killing more than breast cancer and prostate cancer combined.¹ It is the only leading cause of death among the top 10 causes of death that cannot be prevented, cured or slowed.²

While there is no cure for Alzheimer's, certain therapies have proven effective in helping patients recall memories and emotions. Researchers have found that music improves mental performance, effectively awakening memories in people who have undergone music therapy.²

Singing along or listening to music is helpful, with those who sing along displaying the most improvement. Researchers attribute this boost in brain activity to the following factors:

MUSIC EVOKES emotion that can restore memory more effectively than anything else. Incorporating music into everyday activities can help patients develop a rhythm that allows them to recall the memory of that activity.

MUSICAL APTITUDE and appreciation are two of the last remaining abilities in patients with Alzheimer's and dementia. This makes it easier to reach patients whose disease has progressed.

MUSIC FOSTERS emotional and physical closeness. As dementia advances, the ability to share emotions declines. Music helps by encouraging dancing, which in turn can lead to physical contact. That may bring security and memories.

SINGING STIMULATES the brain. Singing engages the left side of the brain, while listening to music provokes activity on the right side. This brain stimulation gives patients a mental boost.

MUSIC CAN enhance mood, help patients manage stress, stimulate positive interactions and improve cognitive function. Music requires little or no mental processing, freeing up the brain's cognitive regions.

¹ Alzheimer's Association. (2024). Alzheimer's disease facts and figures. <https://www.alz.org/alzheimers-dementia/facts-figures> ² Alzheimer's San Diego. (n.d.). Facts & stats. <https://www.alzsd.org/resources/facts-stats/> ³ Napoletan, A. (2017). Music therapy for dementia: awakening memories. Alzheimers.net. <https://www.alzheimers.net/2013-06-04/music-therapy-for-dementia/>



Take a *Holistic Approach* to Healthy Aging

Treating hearing loss does not mean just improving your hearing. A holistic approach to healthy aging can improve your auditory health and overall cognitive function. Here are ways to adopt and maintain healthy habits:

Exercise Your Body

Do you want to travel to Paris, take up kayaking or simply be able to play with your grandchildren during your golden years? Having a healthy body will make accomplishing any goal easier.

Try to get about 2.5 hours of physical exercise per week (around 20 minutes a day), and incorporate a mix of aerobic, weight-lifting and balance activities.

Give Your Brain a Workout

Engaging in brain-stimulating activities keeps the mind sharp. It's fine to participate in hobbies you already enjoy, but also be open to trying new things, like learning to play an instrument, to give your brain a boost.

You can also give online brain-training exercises a shot—they may help improve your memory, cognition and creativity.

Stay Connected to Others

Prioritize regularly reaching out to your loved ones. It can be as simple as maintaining a weekly meetup for coffee—meaningful interactions don't have to take much time.

It's also good to meet new people as you age. Volunteering or taking a class can give you a chance to connect with others interested in the same things you are, allowing you to turn mere acquaintances into forever friends.

Keep Your Hearing Going Strong

Did you know that treating age-related hearing loss is a quality-of-life booster? Hearing aid users report improved communication abilities, better relationships at work and home, more self-confidence and a greater sense of independence.¹

By following our healthy habits for aging well, you'll find more joy and meaning in your life. Ready to get started on one of them? **Call (209) 946-7378 to schedule a hearing consultation with us!**

¹ Carr, K et al. (2022). MarkeTrak—tracking the pulse of the hearing aid market. Seminars in Hearing. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9715310/>

ENJOY THE *Harvest* OF A LIFE WELL HEARD

At The University of the Pacific Hearing and Balance Center, we're committed to providing our patients with the best quality of care and the latest information about healthy hearing. Below, we review a study that correlated hearing aid use with a slower rate of cognitive decline.¹

The study was conducted by the University of Maryland Department of Hearing and Speech Sciences and published in Clinical Neurophysiology and Neuropsychologic.

For the study, researchers monitored a group of first-time hearing aid users with mild to moderate hearing loss over six months. Participants underwent behavioral and cognitive tests that assessed hearing, working memory, attention and processing speed, as well as electrical activity in the auditory cortex and midbrain that occurred in response to speech sounds.

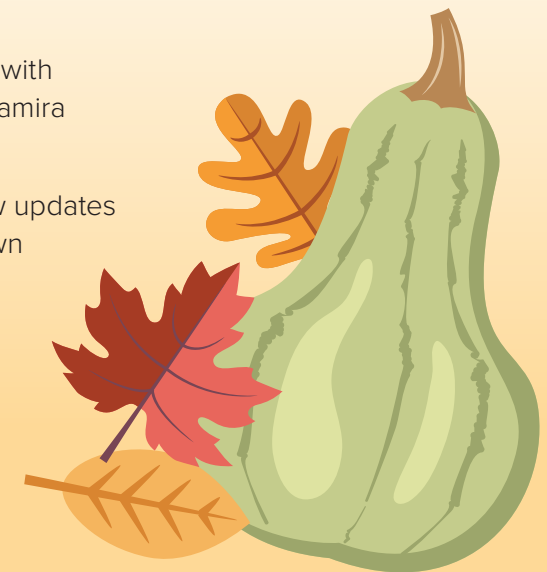
After wearing hearing aids for six months, participants exhibited improvement in working memory, neural speech processing and ease of listening.

"In effect, hearing aids can actually help reverse several of the major problems with communication that are common as we get older," explained lead researcher Samira Anderson, Ph.D.¹

Staying on top of your hearing health helps protect your quality of life. With new updates in hearing technology, hearing aids are more effective than ever at slowing down memory loss, while boosting your social health in the process.

As we approach Audiology Awareness Month this October, be sure to connect with this crucial part of your health, especially if you have trouble hearing. Common signs of hearing loss include turning up the volume on the TV louder than is comfortable for others, thinking people are constantly mumbling and having trouble hearing over background noise.

¹ Healthy Hearing Foundation. (2018). New research shows hearing aids improve brain function and memory in older adults. <https://hearinghealthfoundation.org/blogs/new-research-shows-hearing-aids-improve-brain-function-and-memory-in-older-adults>



Experience Discreet Hearing with Starkey's new Completely-In-Canal (CIC) Rechargeable Hearing Aids



The University of the Pacific Hearing and Balance Center offers Starkey's Completely-In-Canal (CIC) rechargeable hearing aids, designed for a nearly invisible fit and custom-molded to your ear for comfort.

KEY BENEFITS:

- **Custom Fit:** Tailored to your ear for a secure, comfortable fit.
- **Discreet:** Starkey's second smallest style with only a tiny removal handle visible.
- **Rechargeable Battery Options:** Available in select styles for convenience.

IS CIC RIGHT FOR YOU?

CIC hearing aids are perfect for those who prefer a nearly invisible device that stays secure, even with face masks. They may not be ideal for people with dexterity issues due to smaller controls.

Call (209) 946-7378 today to schedule a FREE consultation!

